

# Community Card Relaunch Checklist- Week 4

- Distribute in-store signage to participating merchants.
- Post your press release. Run articles in local publications.
- Have your mayor speak about your new program in their “state of the City” address
- Blast social media with your launch materials and share posts with participating businesses so they can help you promote.
- Email your mailing list to promote your program and have your participating businesses do the same.
- Prepare and send your sponsor outreach materials to inform local employers of the program and invite them to support your local businesses by purchasing gift cards in bulk.
- Pitch your card for community programs, like giveaways, donations, contests, farmers markets, fairs, wine walks and local conferences.
- Get familiar with the reporting tool in your portal (instructional video attached)
- Get familiar with the Order Desk feature (video and FAQ document attached)
- Set up a "Featured Merchants" section for your gift card page to incentivize shoppers to redeem your gift card by offering them a discount. See the Set-Up Guide for instructions.
- Optional- Send your BOGO funds, Quickstart and banner to Yiftee & launch your BOGO.